



For Immediate Release
November 8, 2023

South Milwaukee Achieves Cost Savings and Reduces Carbon Footprint in LED Streetlight Conversion

South Milwaukee, WI – South Milwaukee is committing to a more cost effective and energy-efficient future by partnering with We Energies to replace 1,075 streetlights with LED bulbs. At their meeting on November 7, 2023, the South Milwaukee Common Council unanimously approved the project.

The conversion project, set to begin in 2024, is an important investment in the City's infrastructure and sustainability objectives. LED technology is renowned for its efficiency, longevity, and eco-friendliness. By switching to LED streetlights, South Milwaukee will significantly reduce its carbon footprint. The new bulbs are expected to consume between 50% and 70% less energy compared to traditional streetlights, translating into substantial energy savings for the City.

Within a seven-year period, the City is forecasted to save \$260,000 in streetlighting costs. This number jumps to \$1,800,000 within 20 years.

Mayor Shelenske, a long supporter of the project, expressed enthusiasm, saying, "The streetlight conversion project is a practical, cost-effective, and forward-thinking investment for South Milwaukee. In addition to other benefits, it boosts our attractiveness to environmentally conscious businesses looking for a new home."

"We are glad to support the City of South Milwaukee's efforts to remain a safe, welcoming community by upgrading its infrastructure," said Jennifer Zierer, Director of Local Affairs — We Energies. "LED streetlights use energy more efficiently and require less maintenance than the City's current fixtures. Not only will these new lights brighten the community, they will also shine on businesses along Milwaukee Avenue, enhance summer evenings in Grant Park, and help people safely travel to cheer on the Rockets throughout the year."

South Milwaukee residents and businesses are encouraged to join the City in promoting energy conservation by adopting LED lighting on their properties as well.

We Energies customers should contact the main customer service number at 800-242-9137 (24 hours a day) with any questions. They can also report a street or area light out on [their website](#).

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